

CLAIMS:

1. An image display apparatus (400) comprising:
 - means (402) for receiving a video stream representing a series (100) of consecutive input images (104-108), with the series (100) of consecutive input images comprising a first image (108) and a second image (106); and
 - 5 - a display device (406) for displaying a series (102) of consecutive output images (110-114) which are based on the series (100) of consecutive input images (104-108), characterized in that the image display apparatus (400) is arranged:
 - to split the consecutive input images into respective first parts (128-132) and respective second parts (116-120); and
 - 10 - to display a first one (112) of the output images (110-114) comprising a first block of pixels (136) corresponding to the first part (132) of the first input image (108) and a second block of pixels (124) corresponding to the second part (118) of the second input image (106).
- 15 2. An image display apparatus (400) as claimed in Claim 1, characterized in that the first parts (128-132) correspond to respective portions of a banner (300).
3. An image display apparatus (400) as claimed in Claim 1, characterized in that the first parts correspond to a subtitle.
- 20 4. An image display apparatus (400) as claimed in Claim 1, characterized in comprising user interface means (200) to provide location information of the first parts (128-132) to control splitting of the images of the series (100) of consecutive input images (104-108).
- 25 5. An image display apparatus (400) as claimed in Claim 4, characterized in comprising a first memory device for storage of the location information.

6. An image display apparatus (400) as claimed in Claim 2, characterized in comprising:

- a motion estimation unit for estimating motion in the first parts (128-132);
- processing means to calculate a time period during which a particular part of

5 the banner moves from a first predetermined location relative to the display device (406) to a second predetermined location relative to the display device; and

- a selector to select a further one (128) of the first parts (128-132) of a further input image (104), on basis of the time period.

10 7. An image display apparatus (400) as claimed in Claim 6, characterized in comprising a second memory device (516) for storing the further one (128) of the first parts (128-132).

15 8. An image display apparatus (400) as claimed in Claim 1, characterized in comprising:

- a character analyzer designed to search for textual information in the first parts (128-132); and
- a comparing unit for comparing parts of the textual information with a predetermined string of characters.

20 9. A method of displaying a series (102) of consecutive output images (110-114) which are based on a series (100) of consecutive input images (104-108), with the series (100) of consecutive input images (104-108) comprising a first image (108) and a second image (106), characterized in that the method comprises:

- a splitting step of splitting the consecutive input images into respective first parts (128-132) and respective second parts (116-120); and
- a display step of displaying a first one (112) of the output images (110-114) comprising a first block of pixels (136) corresponding to the first part (132) of the first input image (108) and a second block of pixels (124) corresponding to the second part (118) of the second input image (106).

30 10. TV comprising an image display apparatus (400) according to Claim 1.